

THE



NETWORK

Where Future America Listens and Learns to Buy

242-A YALE STATION, NEW HAVEN, CONNECTICUT

TELEPHONE STate 7-0711  
UNiversity 5-6400

GREGORY DAWSON  
GENERAL MANAGER

DONALD A. PEGG  
BUSINESS MANAGER

March 12, 1954

Station WPRU  
Attn: Technical Director  
Holder Hall  
Princeton, N.J.

Dear Sir:

On February 1st of this year, it was my privilege to be elected to the staff of the Ivy Network to fill a newly created position of Television Advisor and Sales Manager, after having served in a similar capacity with WYBC. Since that time, we have been considering the future of television in the college field not only from the stand-point of potential revenue for the stations, but also with respect to a training ground for personnel, both technical and production.

Although we have no concrete plans in mind at present, we have been looking into the not-too-far distant future when the Ivy Network radio stations might also have television facilities. Of course, the prerequisites to serious thought on this matter is to know in semi-detailed terms what the technical facilities of the various stations are. Therefore, I am asking that you forward to me a resume of your own stations particular technical set-up.

I would particularly like to know the following about your present transmission facilities:

- 1) Do you use telephone lines or coaxial cable (if so of what resistance) or other means (e.g. live)?
- 2) Do you have one or several transmitters (local or central)?
- 3) What are their respective power ratings?
- 4) What is the aggregate length of your transmission lines?
- 5) Do your transmission lines run through steam tunnels or some other facility (if so, what)?
- 6) How many television sets would you estimate are on your campus (within your regular radio transmission range)?
- 7) What are the television channels available at your college or university?